

# State of Wisconsin

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## DEPARTMENT OF EMPLOYMENT RELATIONS

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### FOR IMMEDIATE RELEASE

The State Employee Suggestion Board and the Department of Employment Relations (DER) have created a new look for the Wisconsin Employee Suggestion Program, DER Secretary Peter D. Fox announced today. **“The changes reflect the potential employee suggestions have for improving the effectiveness of state government operations,” Fox said.** The changes will be implemented over the next week and state employees can watch for a unique promotional flyer with their Aug. 24 paychecks.

The Wisconsin Employee Suggestion Program is a way for State and University of Wisconsin System employees to be recognized and rewarded for their ideas which save money, improve services to customers, and enhance the efficiency of state government operations.

Last fall, the Board and DER asked a team of design and marketing students at the University of Wisconsin-Platteville to recommend how to revitalize the program. During the 1999-2000 school year, the UW-Platteville students – under the guidance of Professor Paul Shecter – surveyed state employees,

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<http://der.state.wi.us>

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looked at other states' suggestion programs, recommended process improvements, and designed promotional prototypes.

This summer, the Board approved the proposals and DER began to implement the new-look Employee Suggestion Program. The new mark of identity (logo) for the program was designed by Shann M. Deprey, a member of the UW-Platteville student team and recent graduate who accepted a summer job at DER to work on the changes. The new logo consists of the words "Innovative Ideas Improve Wisconsin" superimposed over a shadow of the Wisconsin state map. The signature artistic element of the logo is three red-and-black scripted letter "i's" with a hidden script of the letter "w", which corresponds to the phrase, "Innovative Ideas Improve Wisconsin."

A new Web site (<http://SUGGEST.state.wi.us>) will go live on Aug. 24. Promotional posters have been made available to agencies, and forms have been streamlined and designed for the Web site. DER staff have worked with agencies to determine the direction of the program and ensure promotion at the agency level.

For further information, contact the statewide program coordinator, Robert Toomey, at the Department of Employment Relations, by telephone (608) 266-0664, e-mail [Robert.Toomey@der.state.wi.us](mailto:Robert.Toomey@der.state.wi.us), or fax (608) 267-1006.